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## Old news for November 2006

### Live Search Mobile (Beta)



2006.11.30

Download an application to your phone for local search, maps, driving directions, and live traffic information.

Access maps: <http://mobile.live.com/search>

Or send a text to generate a response giving business listings.

### Sitemaps for Google News Publishers



2006.11.26

Google has launched a new Sitemap protocol and additions to Google webmaster tools for Google News. This is only available to Google News publishers, so it does not pertain to any efforts around the new Sitemaps.org protocol.

...We also want to provide news organizations more visibility into which articles are ultimately included in Google News. To that end, we're providing error reports specific to Google News that will inform webmasters of any problems we experienced crawling or extracting news articles from their pages.

### Google stock is rising, tops \$500 mark



2006.11.21

Shares of Web Search leader Google Inc. (GOOG.O: Quote, Profile, Research) on Tuesday surged past the highly anticipated \$500 milestone for the first time, continuing its strong climb since it became public company in August 2004. The stock was last up 2 percent at \$505.15 and ranked as the biggest advancer on the Nasdaq.

### Yahoo! make a deal with newspaper groups



2006.11.20

Internet media company Yahoo Inc. said on Monday at least seven U.S. newspaper groups will use its technology to sell advertising and offer search functions on the Internet sites of more than 150 dailies.

Yahoo aims to expand its reach into local markets, viewed as a key growth channel for the newspaper industry as it faces circulation declines and a migration of readers to the Internet and other media.



### SiteMaps Protocol Endorsed by 3 SE's



2006.11.17

Sitemaps are an easy way for webmasters to inform search engines about pages on their sites that are available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL (when it was last updated, how often it usually changes, and how important it is, relative to other URLs in the site) so that search engines can more intelligently crawl the site. Web crawlers usually discover pages from links within the site and from other sites. Sitemaps supplement this data to allow crawlers that support Sitemaps to pick up all URLs in the Sitemap and learn about those URLs using the associated metadata. Using the Sitemap protocol does not guarantee that web pages are included in search engines, but provides hints for web crawlers to do a better job of crawling your site. Sitemap 0.90 is offered under the terms of the Attribution-ShareAlike Creative Commons License and has wide adoption, including support from Google, Yahoo!, and Microsoft.  
<http://www.sitemaps.org/>

### Sprint and Microsoft Collaborate in Mobile Search



2006.11.16

Microsoft Corp. and Sprint Corp. have announced a partnership through which the companies will develop and deliver a range of service offerings for Sprint's business and consumer customers. The first consumer offering in this collaboration enables Sprint customers to use Windows Live Search for mobile on their wireless phones to search location-based content from the Internet, such as nearby stores and restaurants, as well as Sprint's catalog of ring tones, games, screen savers and related services. The service also provides new opportunities for highly relevant and targeted local advertising.

### Google Checkout - No Processing Fees on Holidays



2006.11.11

From November 8 through December 31, 2006, we'll process all of your Checkout transactions for free, even if you aren't an AdWords advertiser. If you're already an AdWords advertiser, we'll process your Checkout transactions for free regardless of what you spend on AdWords. Valid Checkout orders you receive during the promotion will automatically qualify. There's no limit: we're processing all of your Checkout sales for free.

<http://checkout.google.com/seller/freetransactions.html>

### Windows Vista Is Ready



2006.11.09

After five years and repeated delays, Microsoft Corp. finished Windows Vista on Wednesday and announced plans to release it in stores Jan. 30 -- ending an unusually arduous chapter in the life of the company's flagship product. Microsoft's next big challenge will be getting people to upgrade to the program. But for a moment, at least, the company's relief at finishing the project was palpable.

### Google is reaching for the radio

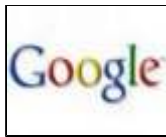


2006.11.08

Web search leader Google Inc. is hiring scores of radio sales people and is spending heavily in a bid to expand its position in the \$20 billion radio industry.

Google spokesman Michael Mayzel said this week that the company will begin a public test of Google Audio Ads by the end of the year. Advertisers will be able to go online and sign up for targeted radio ads using the same AdWords system they use to buy Web search ads.

### Google Ads entering newspapers



2006.11.06

After upending their business models and virtually threatening to run them into bankruptcy, Google now wants to cozy up to newspapers and take the place of their ad reps. The search leviathan is setting up an online marketplace that will allow customers to bid for advertising space in 50 U.S. newspapers. The three-month test version of Google Print Ads starts this week and participating papers include the New York Times, Washington Post, and The Boston Globe. Around 100 advertisers, including the Netflix movie rental concern, luggage vendor eBags, and insurance broker eHealth, have already started buying ads through the new system.

### MSN's Search Funnel - shows prior and subsequent searches



2006.11.05

You can use the adCenter search funnel tool to help visualize and analyze your customers' search behaviors. For example, you can learn how many people search for BMW and then search for Mercedes Benz, Audi, and other automobiles.

<http://adlab.microsoft.com/searchfunnel/>

### Ask.com and Lycos partners in search deal



2006.11.02

Ask.com has reached an agreement to provide search and sponsored listings for Lycos, the fifth most popular U.S. Web portal, the companies said on Wednesday.

Under the terms of the deal, Ask.com will provide Web search, image search, and zoom search for the Lycos Network. As part of the deal, Lycos will also start using Ask.com's advertising system, based on keyword-targeted, pay-per-click ads.

### Google Acquires JotSpot



2006.11.01

Google has continued expanding its online empire, buying pioneering group JotSpot, which specialises in "wiki" collaborative web pages.

Unlike Google's grand \$US1.65 billion (\$2.15 billion) stock deal to acquire online video-sharing website YouTube announced three weeks earlier, the JotSpot takeover was disclosed informally in a blog.

Details of the JotSpot acquisition were not disclosed.

"OK, I can finally blurt it out," JotSpot founder Joe Kraus wrote in a weblog posted at the JotSpot site and on Google's media information web page.

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